



MINUTES OF PUBLIC ART ADVISORY COMMITTEE MEETING OF JUNE 23, 2005

(Revised 2/7/06)

DATE: Thursday, June 23, 2005
TIME: 7:00 p.m.
PLACE: City Hall, 2263 Santa Clara Avenue, Third Floor, Room 360
Alameda, CA 94501

1. **Roll Call:** The meeting was called to order at 7:05 p.m.

Present: Chair (C) Huston, Committee Members (CM) K.C. Rosenberg, and Peter Wolfe

Absent: Committee Members (CM) Cecilia Cervantes and Karen Lee

Staff: Christa Johnson-Seely, Assistant to the City Manager
Dale Lillard, Acting Director (AD)
Pat Russi, Recreation Supervisor (RS)
Christina Bailey, Cultural Arts Specialist (CAS)

2. **Approval of Minutes**

A. **Minutes of Meeting on May 26, 2005**

C Huston asked that the wording on page 3, paragraph 5 be changed to the following: *Where prize money would be offered as opposed to commission. There are artists seeking large venues, who are willing to work to cover their costs.*

M/S/C **Rosenberg/Wolfe** (approved)

"That Minutes of Public Art Advisory Committee Meeting on May 26, 2005 be approved with changes."

Approved (3) – Huston, Rosenberg, Wolfe
Absent (2) – Cervantes, Lee

- **Update Public Work Projects & Public Art Ordinance**
AD Lillard stated that the City Attorney concluded that infrastructure projects, such as sewer or street projects, would not count toward the Public Art Ordinance. City may choose to participate in the Ordinance when developing buildings and parks.

3. Oral Communications

(Any person may address the Committee in regard to any matter over which the Commission has jurisdiction or of which it may take cognizance that is not on the agenda.)

None

4. Written Communications

Staff will obtain the artist list, sent by Mary Oliver, from the City of Emeryville. An art consultant compiled the list. The list will be included on July's agenda.

5. Old Business

A. Update on Alameda West Gateway and the Theater and Parking/Garage Projects from Jennifer Ott of Development Services – (*Discussion Item*)

- Jennifer Ott, Development Manager from Development Services Department, stated that an application for artwork on the parking structure facing Santa Clara Avenue had been submitted to Alameda Recreation & Parks. The artwork would consist of a temporary mural, using billboard technology. The installation of the art would coincide with the building of the garage. The billboard would be vinyl and the dimensions would be left to the discretion of the Public Art Advisory Committee. The art would be digitally transferred and could be reproduced and placed in a different location. Ms. Ott explained that the piece could last up to or exceed two years, since it would be facing north. She went on to state that there had been previous discussions about using a historical picture; however, a more contemporary image was requested.
- CM Wolfe asked what the project budget would be. Ms. Ott stated that the budget would be \$10,000. CM Wolfe expressed his concern that the Public Art be accessible to the public, even those who do not pay \$7.00 to enter the theater. His understanding was that the Development Services Department was going to allot Public Art funds for the restoration of the theater, and that it should be done in a publicly accessible area.
- C Huston asked if the work would be displayed on a single panel or on multi-panels. Ms. Ott stated that the issue was open to discussion; however, the installation specifications would need to

be written carefully so a change order would not be required. C Huston asked what the mounting technology would consist of. Ms. Ott explained that the architect would design it.

- CM Wolfe inquired about the lighting of the piece. He asked if the lighting would be worked into the architecture of the wall. Ms. Ott stated that lighting could be worked into the specifications. C Huston added that maintenance and vandalism parameters should be considered, as well as, the relationship of the piece to the architecture.

B. Approve Mission Statement - (*Action Item*)

- PAAC members discussed specific wording and stylistic changes. AD Lillard stated that all references to *Committee* would be changed to *Commission*.

M/S/C **Wolfe/Rosenberg** (approved)

"That Mission Statement of the Alameda Public Art Program be approved with changes."

Approved (3) – Huston, Rosenberg, Wolfe
Absent (2) – Cervantes, Lee

C. Call for Entries & RFQ for Alameda West Gateway Project: Put on Hold – (*Discussion Item*)

- Jennifer Ott stated that the Gateway Project is on hold due to budgetary constraints. She reiterated that the City is still committed to the project.
- RS Russi presented the final draft of Call for Artists and RFQ for PAAC review. PAAC proposed specific wording and stylistic changes to the documents. RS Russi will make changes for final document.

6. New Business

A. Reorganization of PAAC - (*Discussion Item*)

- AD Lillard explained that an Ordinance was introduced, at the City Council Meeting on Tuesday, June 21, that will change the Committee to a Commission. The new Commission will report directly to the City Council. Staffing for the Commission will be transferred from Recreation & Parks to Planning & Building. CAS Bailey will continue to be a staff-level person. Christa Johnson-Seely, Assistant to the City Manager, will become a liaison between

Planning & Building and the Public Art Commission (PAC). AD Lillard stated that the Ordinance would not be official until it is read for a second time, 30 days from the time of the first reading.

- CM Wolfe asked if the Guidelines would be edited to reflect the changes. AD Lillard stated that all references to Committee would be changed, as well as, the steps of the approval process.
- AD Lillard stated that he and RS Russi will continue to attend meetings through the July meeting, at least.

B. Call for Entries & RFQ for Alameda Theater Project: Parking Structure Mural - (*Discussion/Action Item*)

- PAAC members discussed specific wording and stylistic changes. RS Russi stated that suggested changes would be made and the final document would be mailed out for the Call for Artists.

C. Set Priorities for Next Meeting – (*Discussion Item*)

- Artist List from City of Emeryville

7. Oral Communications, General

8. Committee Reports

- **Webster & Park Streetscape Projects - CM Wolfe**
None
- **Theater & Garage Project – CM's Cervantes and Rosenberg**
None

9. Adjournment: The meeting adjourned at 9:00 p.m.